

Potential of Hormonal and Steroidal Preparations in the European Markets

By

Vikrant Girish Athavle

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2018-2020



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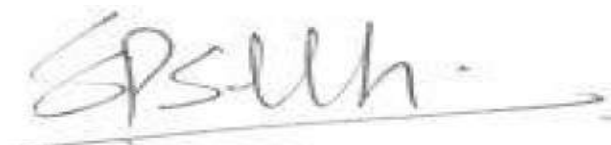
2nd June 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that MR. VIKRANT ATHAVLE student of MBA
PHARMACEUTICAL MANAGEMENT AT IIHMR, JAIPUR has undergone
summer internship project from 10th February and finished on 25th May 2020.

The candidate has successfully carried out the study designated during dissertation and
his approach to the study has been sincere, and demonstrated positive attitude.

I wish him all the success in his future endeavor.



Subhash
Seth
CEO
Blue Berry Pharma Advisory

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LIST OF ACRONYMS

EU	European Union
CAGR	Compound Annual Growth Rate
GH	Growth Hormone
GEP-NETs	Gastroenteropancreatic Neuroendocrine Tumours
MAT	Moving Annual Turnover
TSH	Thyroid Stimulating Hormone
SSA	Somatostatin Analogues
SSTR	Somatostatin Receptors
SRL	Somatostatin Receptor Ligands
DA	Dopamine Agonists

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1. INTRODUCTION

1.1 Global Pharmaceutical Market

As showed by anongoing pharma factual studying report by The Business Research Company, the Global Pharma Market was worth about \$934.8 billion in 2017 and will rise up to \$1170 billion of 2021, developing at 5.8%,

This is a quickened pace contrasted with 5.2% for the years before 2017 yet is slower than the other two enormous medicinal services sections, medical equipment, and healthcare services. Medicinal services in general is developing at the rate of 7% per year.

The factors influencing the pharmaceutical market size incorporate illness pervasiveness, medicate reasonableness, purchaser perspectives, government approaches and some flexibly side variables:

- Disease commonness is identified with populace size, age, hereditary legacy and conduct (irresistible infection frequency is lower where sanitation rehearses are better; inactive ways of life additionally energize ceaseless illness).
- Consumer perspectives incorporate readiness to utilize elective treatments or doubt of ingesting medications.
- Government (and insurance agency) approaches influence repayment and who the payer is. Other government approaches decide guideline, which can be a noteworthy obstruction to the dispatch of new medicines.

1.2 European Pharmaceutical Market

The Pharmaceutical Market in EU has an estimation of in excess of 183 Million €, arranging Europe as the second most noteworthy pharmaceutical market on earth, with Germany, France, Italy, United Kingdom and Spain as top 5 countries. The greatest market is Germany with around 48 Million € which indicates to 24% of the market.

Europe represents 22% of world pharmaceutical deals and during the period 2012-2017 and 18% of deals of new medications were on the European market. The all-out volume of restorative items devoured all around is set to develop about 3% yearly through 2021 and estimations point to a compound yearly development pace of 4 percent by 2022.

Therapeutic items are progressing at an astounding rate, anyway there are difficulties. The guideline of medications includes thorough gauges and complex administrative condition. Costs and conveyance edges are commonly fixed by governments, and Vat rates contrast altogether from nation to nation in Europe.

Despite these conditions, European pharma advertise keeps up and figures a broad development example and Europe is getting progressively appealing to financial specialists. Most likely, for organizations of pharma-emerging markets is the best an ideal opportunity to investigate openings and business in the European market. Europe has embraced all around recognized norms and prerequisites, and the specialists' endeavours to search out new enthusiasm to make a progressively serious and in this way increasingly open market.

In 2018, the hormonal therapy market in Europe was approximately \$4.52 bn with a CAGR of 0.67% from 2016-2018.

Prevalently utilized in the worldwide hormone substitution treatment, as of now worth about \$3.6 billion, the three significant fragments contain Estrogen, growth and thyroid hormone, and testosterone replacement therapy. A significant market driver is the expanded familiarity with postmenopausal perils among ladies; others incorporate a maturing populace, imaginative medication conveyance frameworks and the pharma emerging economies.

Acromegaly is an uncommon sickness, caused to a great extent by a GH pituitary adenoma. Rate is higher than recently suspected. Due to increased morbidity and mortality, if not appropriately treated, early diagnosis efforts are essential.

Neuroendocrine tumors comprise heterogeneous group of neoplasms which originate from endocrine cells, both within endocrine organs and within the cells of diffuse endocrine system. These tumors have variable clinical conduct going from all around separated, slow developing tumors to ineffectively separated, profoundly obtrusive malignancies. These tumors generally classified into two categories.

1. A collection of neuroendocrine tumors that has the science and history of a highly malignant and a trademark small cell with undifferentiated or anaplastic appearance by light microscopy. "WHO orders this gathering of tumors as inadequately separated neuroendocrine carcinomas". Typical example of small cell lung cancer.
2. The second group has variable but most often indolent biological behaviour and characteristic well-differentiated histologic features. Most of these tumours arise in

the gastrointestinal tract and collectively, they are referred to as gastroenteropancreatic neuroendocrine tumours (GEP-NETs)

1.3 HEALTHCARE POLICIES OF EUROPEAN COUNTRIES

- ❑ **Germany:** "In Germany, a severe methodology of reference esteeming is causing drug expenses to drop as low as generic levels. Besides, General Practitioners are pressurized to stay inside the yearly financial plans of solutions.

New rules have introduced Diagnosis Related Groups (DRG) that will drive the future advancement of clinic requests. The recurrence of discussions has dropped since patients need to pay a charge when searching for conferences from a specialist. Buyer lead in Germany is fundamentally constrained by two components. To begin with, patients themselves must compensation the frequently impressive distinction ("co-portions") for drugs that cost more than the reference cost. Second, historic medical clinic buying bunches have started to arrange costs over all items."

- ❑ **France:** In France, reference valuing depends on neglected clinical needs, recognized market potential and the expense of both research and development and marketing and sales. Costs for medicine are inclining toward least levels, low-cost generic alternatives are abundant. As of late acquainted advertising guidelines point with limit the frequency of visits to doctors. Moreover, the French government needs to increase tax payments on promotional expenditures in pharma. Purchaser conduct is being affected by high co-payments and a three-tiered repayment framework that discounts 100%, 65% or 35% of the cost of medicine. Private hospitals presently handle over half of all operations and picking up in significance along time same lines.

2. RATIONALE OF THE STUDY

The dataset provided by the organization included deals information for the hormonal and steroidal market in Europe which included molecules and their pharmaceutical products for the countries in Europe. The dataset included MAT Q4 of all molecule from the year 2016-2018. The information was provided by IQVIA.

This examination provides information on:

- The parameters utilized for shortlisting a particle having potential in market in given informational index.
- The situational investigation of the shortlisted potential molecule.
- The possible marketing plan that can be adopted to market the shortlisted molecule.

3. RESEARCH QUESTION

1. What are the parameters utilised for shortlisting a molecule with market potential in a given data set?
2. What is the situational analysis of the shortlisted molecule?
3. What would be the possible plan to market the generic version of the branded product?

4. RESEARCH OBJECTIVE

1. To understand the selection criteria.
2. To find out the molecule with high market potential.
3. To do the situational analysis of the therapy.
4. To recommend possible marketing plans of the generic version launched in competition with the product.

5. REVIEW OF LITERATURE

S. No .	Title of the study	Author of the study	Date of Publication
1.	Updates in Diagnosis and Treatment of Acromegaly	<u>RoulaZahr</u> ¹ and <u>Maria Fleseriu</u>	September 10, 2018
2.	GastroenteropancreaticNeuroendocrine Tumors (GEP-Nets) - Approach To Diagnosis And Management	Dr. A.O. Oladejo	December 7, 2009
3.	Current treatment strategies for patients with advanced gastroenteropancreatic neuroendocrine tumors (GEP-NETs)	Inbal Uri & Simona Grozinsky-Glasberg	2018
4.	Gastroenteropancreatic neuroendocrine tumors (GEP-NETs)	Muhammed Kizilgul, TuncayDelibasi	January, 15
5.	Current best practice in the management of neuroendocrine tumors	Tsoli M, Chatzellis E, Koumarianou A, Kolomodi D, Kaltsas G	October 2018
6.	Carcinoid Syndrome: Update on the Pathophysiology and Treatment	Anezka C Rubin de Celis Ferrari, João Glasberg , Rachel P Riechelmann	20 August 2018
7.	Lanreotide Depot: An Antineoplastic Treatment of Carcinoid or Neuroendocrine Tumors	World Health organization	2019
8.	Neuroendocrine Tumors and Lanreotide Depot: Clinical Considerations and Nurse and Patient Preferences	Pamela Ryan , Alexandria T Phan , Daphne T Adelman , Michiko Iwasaki	December 2016
9.	Evaluation Of Lanreotide Depot/Autogel Efficacy And Safety As A Carcinoid Syndrome Treatment (Elect): A Randomized, Double-Blind, Placebo-Controlled Trial	Aaron I Vinik, Edward M Wolin, Nilani Liyanage, Edda Gomez-Panzani, George A Fisher, Elect Study Group *	September 2016

10.	Epidemiology of acromegaly: review of population studies	Aikaterini Lavrentaki, Alessandro Paluzzi, John A. H. Wass, and Niki Karavitaki	14th October 2016
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6. RESEARCH METHODOLOGY

- **Location of Study Area**

European Union

- **Study Design**

This is an observational study conducted to find a molecule having potential market in Europe.

- **Sources of Data**

The data provided by organization was obtained from IQVIA and other information was collected from research papers, Google, Wikipedia etc.

7. UNDERSTANDING THE SELECTION CRITERIA

The data provided consisted sales data of 69 molecules in 30 countries for the years 2016-2018. The data was first categorized country and then molecule wise. After doing so the growth percentages and market share was calculated.

The molecules were categorized into three parameters as follows:

1. Molecules growing in UNITS and Market value.
2. Molecules growing only in MARKET VALUE.
3. Molecules having a very HIGH MARKET VALUE.

1. Molecules growing in UNITS and MARKET VALUE

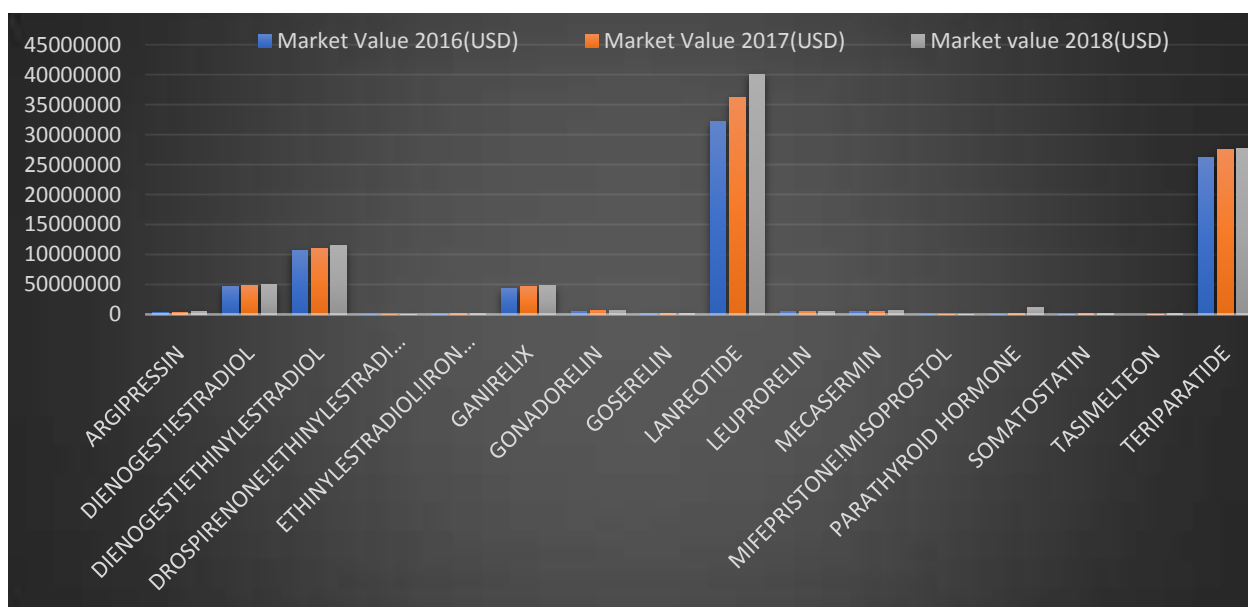


Figure 1: Graph shows the molecules with Market Value represented in USD that are growing year by year from 2016-2018



Figure 2: Graph shows the molecules with Units sold which have grown year by year from 2016-2018

2. Molecules with growing MARKET VALUE

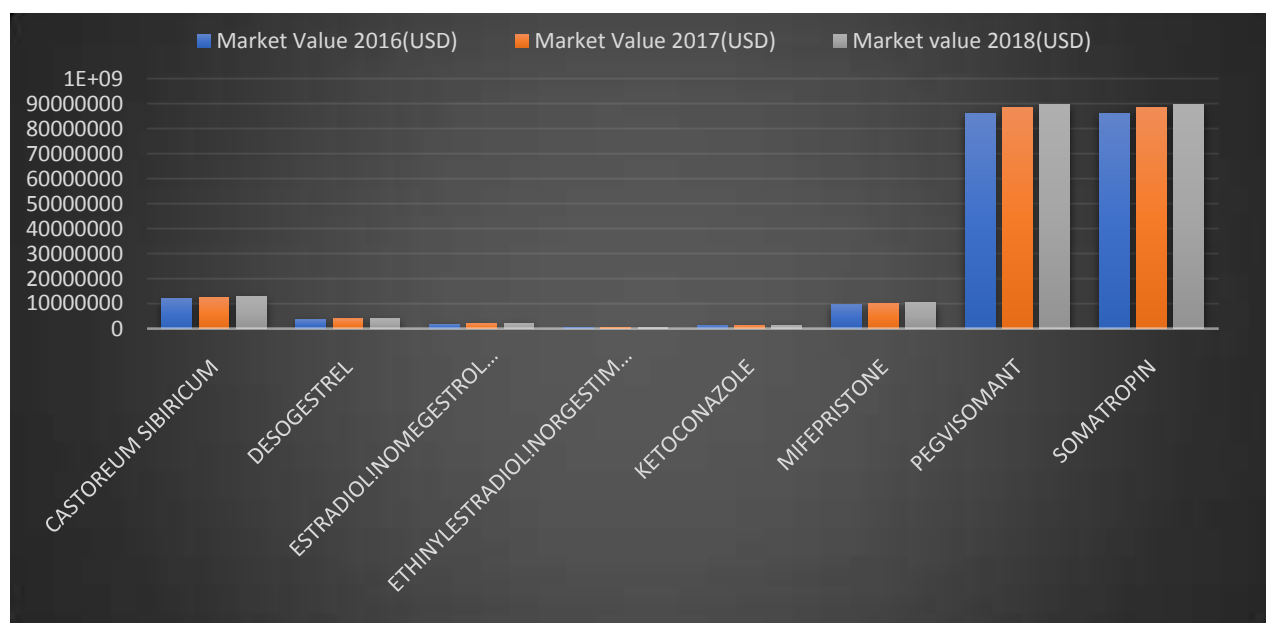


Figure 3: The graph represents all the molecules that have grown in value from year 2016-2018

2. Molecules having a very HIGH MARKET VALUE.



Figure 4: The graph represents all the molecules that have grown in value from year 2016-2018 along with their growth percentage

- **Market Value:**

There are molecules like Octreotide, Levonorgestrel, Ulipristal Acetate, etc. and Lanreotide also accounts for 400mnUSD. Also, Lanreotide is a molecule that has been growing in market value from 321bn USD to 400mn USD.

- **Growing Units:**

In the above graphs of molecules representing their growth, Lanreotide has been growing from 252479 up to 3000627 from 2016-2018 with the highest growth rate of 10.71%

Lanreotide is molecule valued at 400mn USD with a growth rate of 10.71% in Europe and the Big Fours of Europe (Germany, France, U.K., Italy) along with Spain contribute almost 60-70% of the market share of Lanreotide market in Europe.

Based upon the following graphs and selection criteria of Market Value, Growth Percentage and Units we conclude that Lanreotide is the molecule that has a high market potential in the European Pharmaceutical market.

8. Situational Analysis of Lanreotide and its Therapy market

⇒ Lanreotide:

Lanreotide: It is a peptide utilized for the treatment of acromegaly & its side effects caused because of NET and mostly carcinoid condition. It is an extended analogue of somatostatin, as “Octreotide” yet worthwhile since it has greater liking to the receptors.

Lanreotide is manufactured by Ipsen Pharma, a France based company and its trade name is SOMATULINE P.R.

8.1 Pharmacology/Mechanism of action

Lanreotide is a synthetic analogue of somatostatin, a naturally occurring inhibitory hormone which blocks the release of several other hormones, including growth hormone, TSH and glucagon.

Lanreotide is a (SSA) and majority of the inhibitory effects are mediated through the somatostatin receptors (SSTRs) 2 and 5. They cause the inhibition of Growth Hormones into the brain. Tumour SSTR activation induces arrest of the downstream cell cycle and apoptosis which results in less production of substances that support tumor growth and angiogenesis. This leads to the anti-proliferative effects of Lanreotide.

Lanreotide and somatostatin bind to same receptors but Lanreotide binds with a higher affinity to the receptors and also depicts the same pharmacological action.

However, while somatostatin is broken down in the body quickly in minutes and on the otherhand Lanreotide has a much longer half life and gives a prolonged effect in the body.

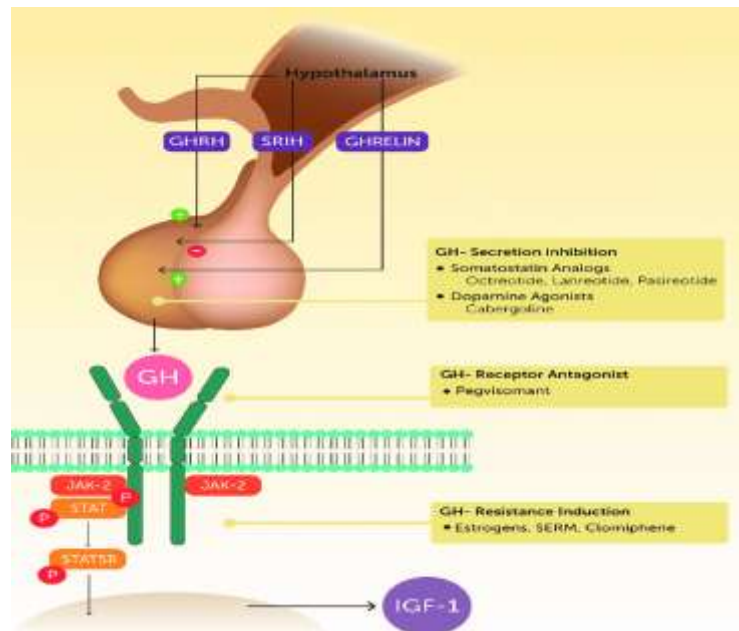


Figure 5: Mechanism of Action of Lanreotide

8.2 FORMULATIONS

Lanreotide is marketed and manufactured in 2 formulations as follows:

A sustained release formulation (sold under the trade name as follows SOMATULINE P.R.

1. Somatuline P.R.: It is administered intramuscularly. It has various strengths as follows:

- 30mg: Available in Austria, Belgium , France, Greece, Ireland, Italy, Luxembourg, Netherland, Poland, Portugal, Romania, Spain, U.K.
- 120mg/1ml: Available in Czech Republic, Portugal, Slovakia, Switzerland, U.K.
- 180mg/1ml: Available in Czech Republic, Portugal, Switzerland.
- 200mg/1ml: Available in Austria, Belgium, France, Germany, Hungary, Ireland, Italy, Latvia, Luxembourg, Norway, Poland, Slovenia, Spain, Sweden, U.K.
- 240mg/1ml: Available in Austria, Belgium, Czech Republic, France, Germany, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, U.K.

- 300mg/1ml: Available in Austria, Belgium, Finland, France, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Germany, Serbia, Slovenia, Spain, Sweden, U.K.

and an extended release formulation (UK trade name 'SomatulineAutogel', or 'Somatuline Depot' in the U.S.), which is administered subcutaneously once a month.

Changing patterns of treatment lines for acromegaly, carcinoid syndrome and GEP-NET's:

Primary medical remedy was given to 23% of suffer and maximum of the protected patients (78%) had been dealt with with medical therapy either typically or as an adjuvant.

As observed, the percentage of patients receiving the radiotherapy reduced substantially over the time period from nearly 70% before the eighties to simplest 8% after the millennium.

Since the eighties, the general percent of patients undergoing surgical treatment reduced from 84 to 61%.

Of interest, number one medical therapy accelerated step by step to nearly 40% of all patients identified after year 2000, most of the patients (81%) receiving SRLs by myself or in aggregate with (DAs).

Lanreotide has been used more than other somatostatins like octreotide because of its high affinity towards the somatostatin receptors.

Sometimes in adjunct with DA's and SRL's and individually in other conditions.

8.3 LANREOTIDE MARKET SCENARIO IN EUROPE

In this therapy area, there was only product named **SOMATULINEP.R** existing in the market by **IPSEN PHARMA**, a France based company.

It was issued patent on 30 August 2007. And the patent will expire on 8th March 2020.

The marketing exclusivity for Somatuline P.R. as per various strength is as follows:

- **1.Eq 90mg Base/0.3ml:**

- i. **15th September 2020:** “To reduce the frequency of short-acting somatostatin analog rescue therapy when used for the treatment of adults with carcinoid syndrome.”
- ii. **16th December 2021:** “Treatment of patients with unresectable, well- or moderately-differentiated locally advanced or metastatic GEP-NET’s to improve progression-free survival.”
- iii. **24th September 2024:** “Treatment of adults with carcinoid syndrome; when used, it reduces the frequency of short-acting somatostatin analog rescue therapy.”

➤ **2.Eq 60mg Base/0.2ml:**

- i. **15th september 2020:** Treatment of adults with carcinoid syndrome: when used it, reduces frequency of short acting somatostatin analog rescue therapy.
- ii. **16th december 2021:** Treatment of patients with unresectable, well or moderately-differentiated locally or advanced pr metastatic GEP-NET’s to improve progression free survival.
- iii. **24th september 2024:** Treatment of adults with carcinoid syndrome; when used, it reduces the frequency of short-acting somatostatin analog rescue therapy.

➤ **3.Eq 120mg Base/0.5ml:**

- i. **15th September 2020:**“To reduce the frequency of short-acting somatostatin analog rescue therapy when used for the treatment of adults with carcinoid syndrome.’
- ii. **16th December 2020:**“To reduce the frequency of short acting somatostatin analogue rescue therapy when used in the treatment of adults with carcinoid syndrome.”
- iii. **24th september 2024:**“Treatment of adults with carcinoid syndrome: when used , it reduces the frequency of short acting somatostatin analog rescue therapy.”

It is expected that once the patent is over, a lot of companies are expected to enter into this market with robust R&D and compete for the markets in Europe.

Lanreotide has a CAGR of 11.64% from the year of 2016-2018.

The Big Fours of Europe (U. K, Italy, Germany, France) along with Spain add about 70% of the market share for value of Lanreotide in Europe.

The Big Fours of Europe (U. K, Italy, Germany, France) along with Spain add about 69% of the market share for units of Lanreotide in Europe.

i.NO	Name of the	LC\$ MNF	Market Share	LC\$ MNF	GROWTH	Market Share	LC\$ MNF	GROWTH	Market Share
	country	MAT Q4 2016	% MAT Q4 2016	MAT Q4 2017	%	% MAT Q4 2017	MAT Q4 2018	%	% MAT Q4 2016
1	FRANCE	73723179	22.92%	82074652	11.33%	22.67%	88432390	7.75%	22.06%
2	GERMANY	52336154	16.27%	58597021	11.96%	16.18%	70817026	20.85%	17.66%
3	ITALY	38693878	12.03%	44896482	16.03%	12.40%	49641434	10.57%	12.38%
4	SPAIN	29189789	9.08%	31872703	9.19%	8.80%	33985962	6.63%	8.48%
5	UK	28561375	8.88%	35107757	22.92%	9.70%	40279189	14.73%	10.05%

Table 1: Growth rate and market share of top 5 European countries in Lanreotide market

9. POSSIBLE MARKETING PLAN FOR A GENERIC MOLECULE

To making a marketing plan for a generic product that will be launched in competition with the patented product SOMATULINE P.R., we will assume a product named L-tuline P.R.

To begin with the marketing plan, we need to understand the **SWOT analysis of Lanreotide** to understand the scenario and market opportunities.

9.1 SWOT ANALYSIS

⇒ **STRENGTH:**

- ✓ Low frequency of administration as against combination therapy of DA's and GH antagonists.
- ✓ Better Affordability
- ✓ Highly effective therapy for GEP-NET's(Gastroenteropancreatic-Neuroendocrine Tumors), Carcinoid syndrome and Acromegaly.

- ✓ Effectively reduces use of Short acting Somatostatins.

⇒ **WEAKNESS:**

- ✓ Lack presence on the social media.
- ✓ Less awareness among the masses.
- ✓ High costs on marketing.
- ✓ Can only be administered by HCP's.

⇒ **OPPORTUNITIES:**

- ✓ To increase presence on the social media.
- ✓ To reach out to the lower income groups with low cost medicines.
- ✓ To target HCP's in Hospitals, Clinics and Govt tenders.
- ✓ To establish strong Supply Chain for increased availability.

⇒ **THREATS:**

- ✓ Presence of established players in the market.
- ✓ Increase in the new entrants.
- ✓ Changing policies of the government.
- ✓ Environmental factors.
- ✓ Acceptance by the HCP against the branded product.

❖ **PRODUCT OFFERING:**

The generic product which is L-tuline P.R. has the offerings as follows:

- 1) Outstanding Clinical Success with safety and Effectiveness in the treatment of GEP-NET's and Carcinoid syndrome.
- 2) Provided with adequate and varying doses to meet the patients need.
- 3) Proper and advanced mechanism for the proper delivery of the doses.
- 4) Cost effective alternative to Branded products.
- 5) An innovative tool along with the product so as to break the needle to avoid its reuse.

9.2 GOALS AND OBJECTIVES OF THE COMPANY FOR L-tuline

The MAT Q4 values for the Lanreotide market were given below and then were forecasted for the future till year 2024.

Year	MAT Q4 Value	
2016	Existing value of the Lanreotide market	\$321,646,688.00
2017		\$362,100,595.00
2018		\$400,891,745.00
2019	Forecasted value of Lanreotide market	\$440,980,920.00
2020		\$480,669,203.00
2021		\$519,122,739.00
2022		\$555,461,331.00
2023		\$594,343,624.00
2024		\$630,004,241.00

Table 2: Forecasted market share of Lanreotide market in Europe

After the forecasting of the Lanreotide market in Europe, the approximate revenue that will generated after acquiring 2%, 5%, 7% and 10% were calculated and mentioned as below:

Year	Market Share	Revenue(\$)
2021	3%	\$ 15,573,682.00
2022	5%	\$ 27,773,066.00
2023	7%	\$ 41,604,053.00
2024	10%	\$ 63,000,424.00

Table 3: Estimated revenue generation from L-tuline with market share

9.3 SEGMENTING, TARGETING AND POSITIONING

⇒ **SEGMENTATION:**

Segmenting a market is considered as the variables to monitor when dividing the market. As per Philip Kotler social, economic, and individual factors, such as brand loyalty, have been considered along with the more widely recognized geographic, psychographics, demographic and behavioural variables.

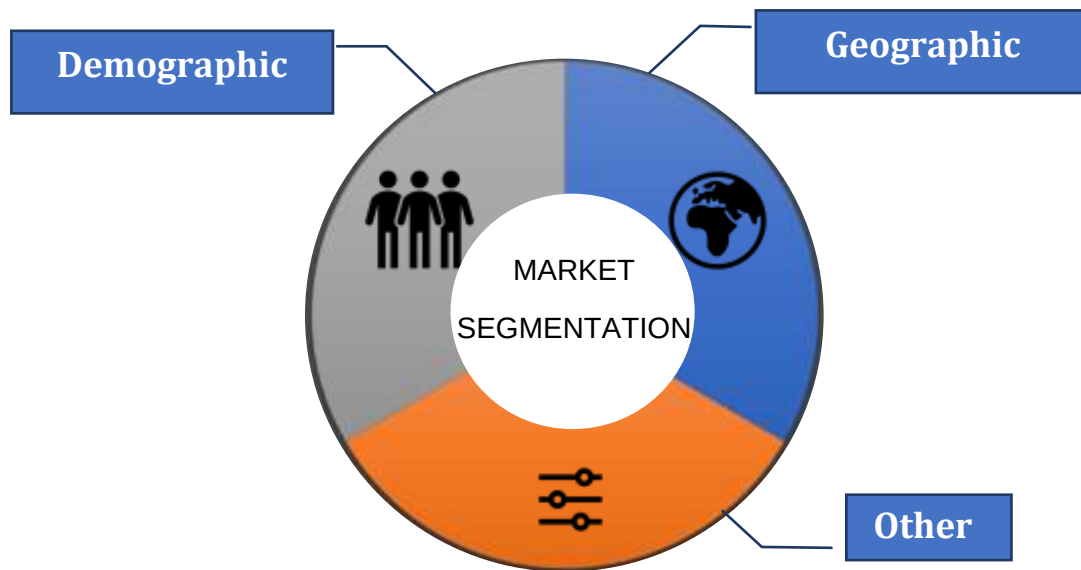


Figure 6: BASIS OF MARKET SEGMENTATION

- **DEMOGRAPHIC SEGMENTATION:**

The disease affects people with age group of 40 and above. There is no biasness towards men or women.

There is no racial or ethnical predilection to the disease.

- **GEOGRAPHIC SEGMENTATION:**

In Europe, the Big Fours (France, Germany, Italy, U.K) along with Spain contribute about 71% of the market share.

The remaining 29% of the market share is contributed by the remaining 20 countries.

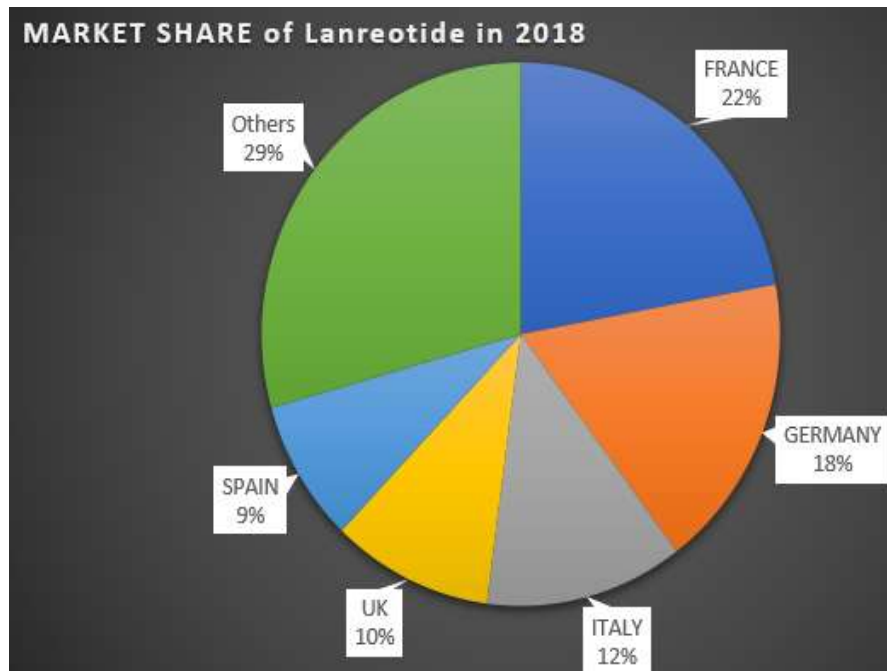


Figure 7: Pie chart showing market share of countries in Europe

Based on the following data, the countries that can be targeted based on the high value, CAGR and Growth rate.

The prospective countries are **Germany, U.K. Austria, Slovakia.**

Sr.NO	Name of the	LCS MNF	LCS MNF	GROWTH	LCS MNF	GROWTH	CAGR	Units	Units	GROWTH	Units	GROWTH	CAGR
	Country	MAT Q4 2016	MAT Q4 2017	%	MAT Q4 2018	%	(2016-2018)	MAT Q4 2016	MAT Q4 2017	%	MAT Q4 2018	%	(2016-2018)
1	ROMANIA	1943504	2671112	37.44%	3286726	23.12%	30.08%	2706	3585	32.48%	4258	18.77%	8.98%
2	SLOVAKIA	1963851	2152412	9.60%	2892310	34.38%	21.36%	1935	2096	8.32%	2778	32.54%	15.13%
3	UK	28561375	35107757	22.92%	40279189	14.73%	18.75%	32726	38782	18.51%	43356	11.79%	5.73%
4	GERMANY	52336154	58597021	11.96%	70817026	20.85%	16.32%	16190	17788	9.87%	20922	17.62%	8.45%
5	IRELAND	2868251	3384898	18.01%	3855067	13.89%	15.93%	2317	2691	16.14%	3097	15.09%	7.28%
6	AUSTRIA	5008881	6306502	25.91%	6687320	6.04%	15.55%	3459	4281	23.76%	4503	5.19%	2.56%
7	ITALY	38693878	44896482	16.03%	49641434	10.57%	13.27%	40337	43173	7.03%	46918	8.67%	4.25%
8	FRANCE	73723179	82074652	11.33%	88432390	7.75%	9.52%	55755	60796	9.04%	64402	5.93%	2.92%
9	SPAIN	29189789	31872703	9.19%	33985962	6.63%	7.90%	25857	28383	9.77%	30291	6.72%	3.31%

Table 4: This indicates the parameters for which the countries were shortlisted

⇒ **TARGETING:**

The potential customers that can be targeted are as follows:

Targeting is described as extended form of segmentation and is the procedure of narrowing the selected markets and facilitating the promotional media to make the section engaging.

Targeting is a dynamic domain. Conventional targeting practices of promotion through the printed and other sources, has paved a path for an online networking , driving a considerably more 'web-associated' centre.

A)Doctors like:

- *ENT Specialist*
- *Surgeons*
- *Endocrinologists*
- *Gastroenterologists*
- *Oncologists*
- *Surgeons and Intensive Care Specialists.*

B)Patients diagnosed with:

- GEP-NET's
- Carcinoid syndrome
- Acromegaly

⇒ **POSITIONING:**

Positioning statement: -

Leveraging expertise from development to commercialization.

For :*ENT Specialists, Surgeons, Endocrinologists, Gastroenterologists, Oncologists, Surgeons And Intensive Care Specialists.*

Patient type: Male and Female (Age: 40-45 and above)

It is: Used in the management of acromegaly and most notably neuroendocrine tumors, carcinoid syndrome that Inhibits growth hormone release in the brain.

10. MARKETING STRATEGIES & TACTICS

1. THE SOCIAL MEDIA PRESENCE:

2. TO INCREASE IN-CLINIC EFFECTIVENESS:

3. TO CREATE AWARENESS/BRAND IMAGE:To establish a brand image among the common people.

1. THE SOCIAL MEDIA PRESENCE:

To create a feeling of trust and likeness towards our company.

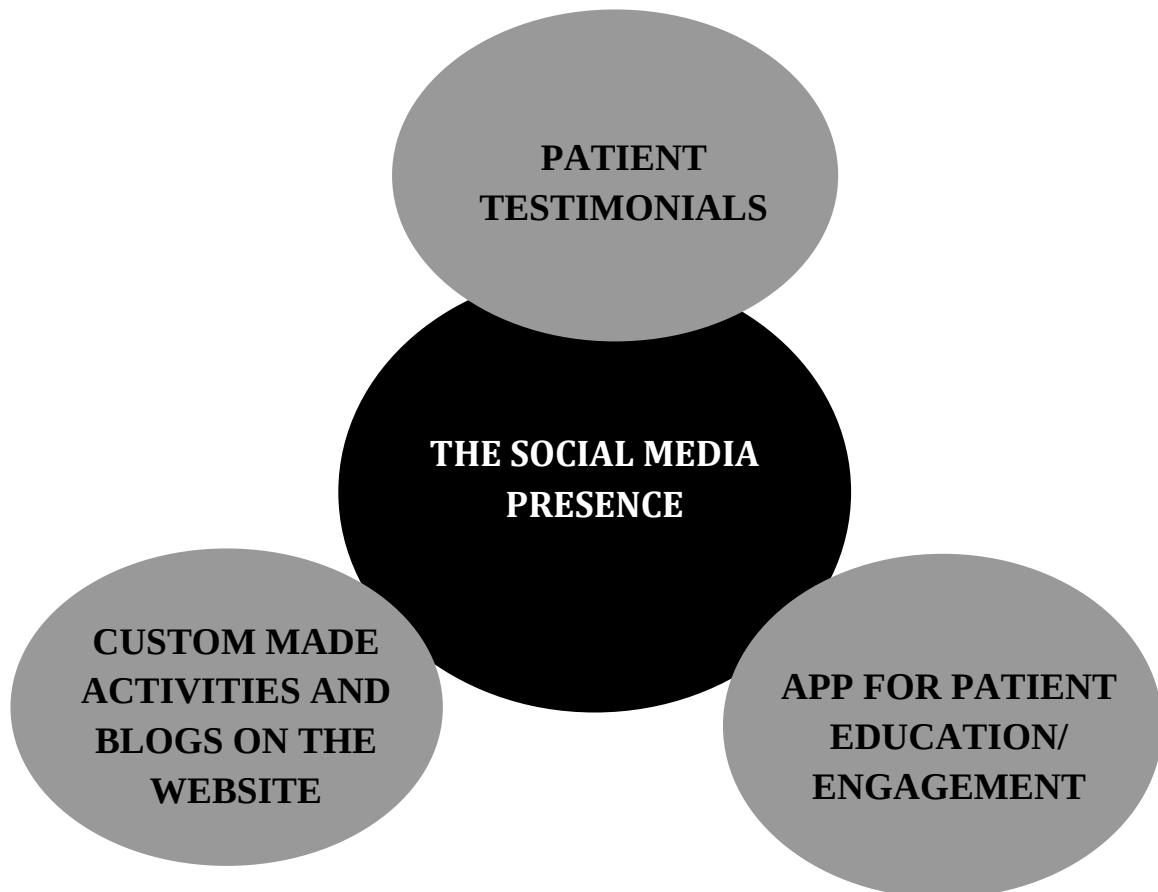


Figure 8: THE SOCIAL MEDIA PRESENCE

For the social media presence, the website is designed as follows:



Figure 9: This is the prototype of the template how the website will be designed

This website will help the patients and will be beneficial for the people coming under the company's patient assistance programmes.

The website may also host some of the testimonials that will help the patients know the benefits of our product and also will relate with the motives of the company.

The activities carried out by the company can also be showcased so as to connect with the masses and make a positive impact on the community.

➤ **NURSE HOME HEALTH ADMINISTRATION INITIATIVE:**

In this initiative the nurses trained by the company will go to the patients at their home to administer the injections as they cannot be administered by the patients on their own.

➤ **An App for the patient's engagement/ education:**

An app will be created that will engage the patients and will keep them connected with the company.

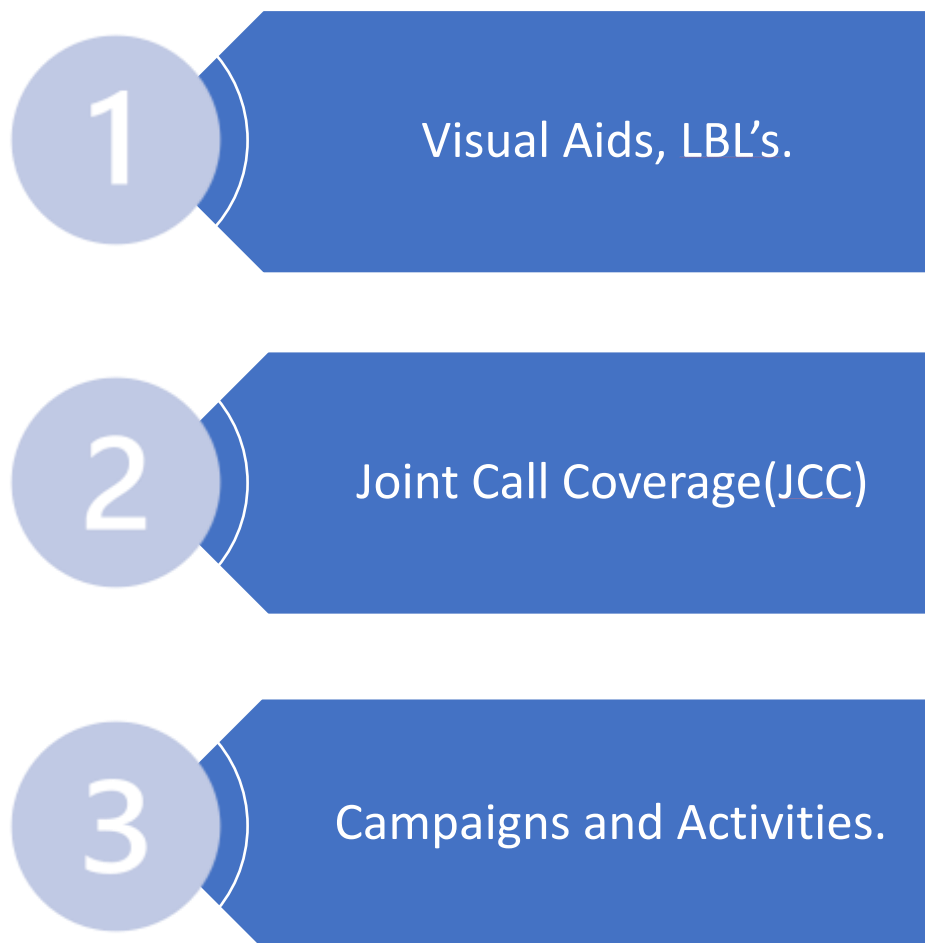
It will also be used for their education regarding the product and the disease they are suffering through.

The app will give a notification if there is a person nearby using the same application and having a same disease.

This will help the company to assist such cases if they opt for the Nurse Home Health Administration service provided by the company.

2. TO INCREASE IN CLINIC EFFECTIVENESS:

To enable the remembrance and brand recall for more sales.



Initiative for In-clinic Effectiveness of Sales Force.

Prescription watch

Campaign on special days: Doctors day, World Cancer day etc.

Brand awareness, reminders, engagement of doctors with various activities, etc.

➤ **LEAVE BEHIND LITERATURE's:**

This will help creating viable KBL's and KOL's that will be gainful for the items achievement.

The LBL's assistance in giving logical evidence of the Quality norms and the wellbeing profile of the medication alongside its confirmation of treatment.

By including LBL's we can engage the MR's to persuade the Doctor's and advance our item along these lines profiting the Doctor's, patients, and the organization

➤ **JOINT CALL COVERAGE(JCC):**

- ✓ The Joint Call coverage leaves an impact as the HCP's may have unambiguous discussion about the brand thus meeting the expectations of the HCP.

11. MARKETING MIX

1. **PRODUCT:**

- ☐ **Brand Name:** L-tuline PR
- ☐ **Drug class:** HORMONES (H1C Hypothalamic Hormones)
- ☐ **Strength:** a)Eq 60mg Base/0.2ml
b)Eq 90mg Base/0.3ml
c)Eq 120mg Base/0.5ml
- ☐ **Mode Of Administration:** Subcutaneous Injection
- ☐ **Presentation:** PF Syringes
- ☐ **Use:** Used in the management of acromegaly and most notably neuroendocrine tumors, carcinoid syndrome that Inhibits growth hormone release in the brain.

2.**PRICE:**

- ☐ Since it is a generic product, the price will always affordable against the Branded product SOMATULINE PR.
- ☐ So, the price for L-tuline depot will be approximately around \$1500/pack.

3. **PLACE:**

- ☐ In Europe, the availability of the product at Hospitals was only 34.30% whereas in Retail it was 65.70%.
- ☐ Thus, eyeballing will help enhancing the potential in the Hospital and Retail sector and strengthening the supply chain.



4. PROMOTION:

- ❑ The promotional techniques have changed over the years and now it involves proof-based marketing like testimonials of the patients, education led marketing.
- ❑ Now a day's doctors have also relied on the various platforms for believing and trusting the products.
- ❑ Also, they follow the prescribing patterns of the senior and leading specialists to meet the right treatment methods for the patients.
- ❑ In tough times like the lockdown in COVID-19, the digital marketing hacks play an important role to pitch our product to the doctors and then the Medical reps visit, thus making a positive impact and developing our KOL's and KBL's.
- ❑ Endorsements, CME's, Community formations for product promotions, Offers, Camps, Special Gifts, etc. can be used for the promotion.

5. CAMPAIGNS AND ACTIVITIES

- ❑ Exercises like CME's can be organized by the main specialists and the specialists in this way making their marking alongside our item.
- ❑ Initiatives like "Reasons to Remember" situations where we will incorporate and distribute a book with a portion of the complicated cases that the HCP managed. Consequently, making their treatment strategies as rule for future medicines.
- ❑ We will give "FOOT SIZE CHART" that will assist the HCP with determining the distinction in the size of the feet of their patients over the time of treatment with the HCP.
- ❑ Create a community of people who are suffering from the same disease which can bring them together and make it easy to create awareness about the product and their disease.
- ❑ We can carry out campaigns by inviting such communities/patients which will be addressed by leading doctor thus making them aware about the myths and the product.
- ❑ A word-of-mouth will help us establish a stronghold over the people and creating a strong image of our brands into the minds of the people.

By effectively actualizing the exercises referenced in the past slides we would like to advance our brand into the market.

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